



# Strategien im Handel: Der Handel: Teil 2 (German Edition)

*Lothar Müller-Hagedorn, Waldemar Toporowski, Stephan Zielke*

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Die strategische Planung stellt das Fundament aller Bereichsentscheidungen dar. Deswegen wird zunächst geklärt, welche die Kennzeichen strategischer Planung sind und auf welche Entscheidungen sie sich erstreckt. In sie müssen zahlreiche Informationen über das Unternehmen und seine Umwelt einfließen. Die Erfolgsfaktorenforschung lehrt insbesondere, auf die für den künftigen Erfolg maßgeblichen Einflussgrößen zu achten. Die Beurteilung strategischer Optionen stellt neben der Zielgruppenplanung den zentralen Bereich strategischer Überlegungen dar.

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